

**CUSTOMER SERVICE SYSTEM AND METHOD USING PHYSIOLOGICAL
DATA**

ABSTRACT

A customer service method (300) for handling calls to or from a plurality of callers can include the steps of retrieving non-vocal physiological data from a caller (311), assigning a priority (313) to the caller in response to retrieving non-vocal physiological data from the caller, and routing (315) the caller based on the priority assigned to the caller. The method can further include the step of retrieving vocal physiological data (417, 423 540, or 513) from the caller and assigning the priority in response to retrieving both the non-vocal physiological data and vocal physiological data. The routing of the caller can also be based on the priority assigned to the caller and a value determined for the caller from a profile for the caller. Priority given to low and high valued callers can be altered based on when and what physiological data is received.